

TIME: 7:29  
DATE: October 4, 1953  
SPONSOR: Pierce's  
SOLICITOR: DMC

Wednesday

Read Quickly

Do YOU want to get the best results on your paintings?  
Then use the BEST EQUIPMENT the art world has to offer.  
COME to PIERCE'S PAINT and ART STORE, 196 MAIN STREET,  
where TOP QUALITY and LOW PRICES go HAND in HAND.

THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS,  
PIERCE'S is the place where you can get any art need  
from CANVAS and BRUSHES, to OILS, CASEINS, and ERASERS.  
PIERCE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY  
distributor for WINDSOR and NEWTON art supplies, which  
are made in ENGLAND and RECOGNIZED the world over as  
the BEST.

WINDSOR AND NEWTON oils, water colors, and varnishes are available  
at PIERCE'S at a SPECIAL EXTRA LARGE STUDENT DISCOUNT ---  
as are all the other art materials found at PIERCE'S PAINT AND  
ART STORE.

SHEEVA 22  
SHIVA CASIENS, the FINEST there are, may also be purchased  
at PIERCE'S. So, for ALL the best art supplies at  
the LOWEST PRICES ANYWHERE, come to PIERCE'S PAINT AND ART STORE,  
conveniently located across from CITY HALL at 196 MAIN STREET.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

Boo Benborn  
ANNOUNCER'S SIGNATURE



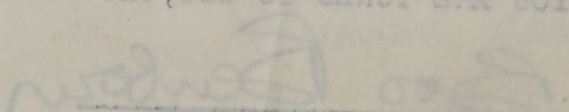
TIME: 7:30  
DATE: 10/1/73  
SPONSOR: [unclear]  
SOLICITOR: [unclear]

Do YOU want to get the best results on your paintings?  
Then use the BEST EQUIPMENT the art world has to offer.  
COME to PIERCE'S PAINT AND ART STORE, 196 MAIN STREET,  
where TOP QUALITY and LOW PRICES go HAND IN HAND.

THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS,  
PIERCE'S is the place where you can get any art need  
from CANVAS and BRUSHES, to OILS, CASHEMS, and ERASERS.  
PIERCE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY  
distributor for WINDSOR and NEWTON art supplies, which  
are made in ENGLAND and RECOGNIZED the world over as  
the BEST.

WINDSOR AND NEWTON oils, water colors, and varnishes are available  
at PIERCE'S at a SPECIAL EXTRA LARGE STUDENT DISCOUNT ---  
as are all the other art materials found at PIERCE'S PAINT AND  
ART STORE.  
SHIVA CASHEMS, the FINEST there are, may also be purchased  
at PIERCE'S. So, for ALL the best art supplies at  
the LOWEST PRICES ANYWHERE, come to PIERCE'S PAINT AND ART STORE,  
conveniently located across from CITY HALL at 196 MAIN STREET.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WGBR, NORTHAMPTON

  
ANNOUNCER'S SIGNATURE